

**Subject:** Custom Content: Rebuilding Trust--It's Happening at Shift Forum  
**From:** Los Angeles Business Journal <[newsletters@labusinessjournal.com](mailto:newsletters@labusinessjournal.com)>  
**Date:** 02/05/2018 11:03 AM  
**To:** <[ANDREW@TheWESTWOODVILLAGE.COM](mailto:ANDREW@TheWESTWOODVILLAGE.COM)>

Dear Los Angeles Business Journal Reader,

**The shifts—and rifts**—around us are putting the existing compact between business and society on high alert. In the absence of government leadership, business must pick up the slack. How will the compact change? How will trust be rebuilt? This is the core of **Shift Forum** and we're thrilled Los Angeles Mayor [Eric Garcetti](#) will be joining the dialogue (Colorado Governor John Hickenlooper will be, too, providing all the makings of first look at a 2020 White House run.)

**Join us and select senior business, policy, tech and enterprise leaders February 26 - 28, 2018 in San Francisco at the St. Regis Hotel.**

Our [Program Agenda](#) centers on five [pillars](#) -- *Business Transformation, Policy & Politics, Future of Work, Future of Democracy* and the *Business of Food*. Each topic will be anchored by provocative conversations led by the very individuals at the center of the issues - Adam Mosseri, Head of News Feed at Facebook. Kent Walker, senior VP and general counsel at Google. Janet Napolitano, President, University of California.

Raw and candid POVs. No corporate commercials or sanitized speeches. Participants agree to follow [Chatham House Rule](#), which allows Delegates to use the information received, but not to share the identity or affiliation of those sharing the information unless the rule has been waived.

#### **Join Us—or Share**

If your schedule doesn't allow for a trip north, we encourage you to share this Shift Forum invitation with other key leaders on your team. Our venue is intimate, and space is limited. Last year we sold out, so I encourage you to [register](#) and reserve your place.

Questions or need assistance? Reach out to [forumteam@newco.co](mailto:forumteam@newco.co). I look forward to seeing you later this month.

Sincerely,  
John Battelle

Editor-in-Chief & CEO  
NewCo

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[Program Agenda](#) -- [2018 Participants](#) -- [Pillar Discussion Topics](#)

**Register to Attend**

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**Shift Forum Speakers**

[Anat Admati](#) – George G.C. Parker Professor of Finance and Economics, Graduate School of Business, Stanford University

[Esko Aho](#) – Prime Minister of Finland (1991-1995), Finland

[Luis Almagro](#) – General Secretary, The Organization of American States

[Bill Anderson](#) – CEO, Genentech

[Mohammed Ashour](#) – Co-Founder and CEO, Aspire Food Group

[John Battelle](#) – EIC & CEO, NewCo

[Pat Brown](#) – Founder and CEO, Impossible Foods

[Julián Castro](#) – The Honorable Julián Castro, Former Secretary of the U.S. Department of Housing and Urban Development

[John Chambers](#) – CEO, JC2 and Chairman Emeritus, Cisco

[Carol Christ](#) – Chancellor, UC Berkeley

[Gov. Chris Christie](#) - Governor of New Jersey (2010-2018)

[Cindy Cohn](#) - Executive Director, Electronic Frontier Foundation

[Dr. Sue Desmond-Hellmann](#) - CEO, Bill & Melinda Gates Foundation

[Jana Eggers](#) - CEO and Board, Naralogics

[Renee DiResta](#) – Director of Policy, Data for Democracy

[Rana Foroohar](#) – Global Business Columnist and an Associate Editor, Financial Times

[Eric Garcetti](#) – Mayor, City of Los Angeles

[David Gelles](#) – Reporter / Author, New York Times

[Kirsten Green](#) – Founder and Managing Partner, Forerunner Ventures

[Nick Hanauer](#) – Venture Capitalist, Second Avenue Partners

[John Heilemann](#) – National Affairs Analyst, NBC News and MSNBC; Executive Producer and Host, Showtime's The Circus

[Gov. John Hickenlooper](#) – Governor, State of Colorado

[Reid Hoffman](#) – Co-Founder, LinkedIn

[Traci Des Jardins](#) – Chef/Owner/Partner, Jardinière, Mijita Cocina Mexicana, The Commissary, Arguello, Transit, Public House

[Kevin Johnson](#) – President and CEO, Starbucks

[Jason Kander](#) – President, Let America Vote

[Aileen Lee](#) – Founder and Partner, Cowboy Ventures

[Karen Lynch](#) – President, Aetna

[Liz Matthews](#) – Senior Vice President, Global Brand and Creative, Dell Technologies

[Ray Mabus](#) – Former Secretary of the Navy, US Navy, Google Ventures

[Jen McClure](#) - Program Director, The Conference Board

[Susan Mernit](#) – Co-Founder and CEO, Hack the Hood

[Adam Mosseri](#) – Head of News Feed, Facebook

[Mike Murphy](#) – Senior Partner, Revolution Agency

[Janet Napolitano](#) – President, University of California

[Tim O'Reilly](#) – Founder and CEO, O'Reilly Media

[Jennifer Pahlka](#) – Founder, Code for America

[Jennifer Palmieri](#) – President, Center for American Progress Action Fund

[Abhay Parasnis](#) – Executive Vice President and Chief Technology Officer, Adobe

[Hadi Partovi](#) – Founder and CEO, Code.org

[Michelle Peluso](#) – Senior Vice President and Chief Marketing Officer, IBM

Marc Pritchard – Chief Brand Officer, P&G

Jorge Fernando Quiroga – President of Bolivia (2001-2002) and Vice-President of Club de Madrid

Sarah Bloom Raskin – Former Deputy Secretary, U.S. Department of the Treasury

Lata N. Reddy – Senior Vice President, Diversity, Inclusion & Impact, Prudential Financial, Inc.

Eric Ries – Founder and CEO, The Long-Term Stock Exchange

Laura Rosenberger – Director and Senior Fellow, Alliance for Securing Democracy, German Marshall Fund of the United States

**Brandon Santiago - Youth Speaks**

Anthony Scaramucci – Founder and Former Co Managing Partner, SkyBridge Capital

Ben Silbermann – Co-Founder and CEO, Pinterest

Sukhinder Singh Cassidy – Founder and Chairman, theBoardlist

Susan Sobbott – President, American Express

Alexandra Suich - Tech Editor, The Economist

Michael Tubbs – Mayor, City of Stockton

Laura D. Tyson – Distinguished Professor of the Graduate School, UC Berkeley

Vaira Vike-Freiberga – President of Latvia (1999-2007) and President of Club de Madrid

Aaron Walker - Founder & CEO, Camelback Ventures

Kent Walker – Senior Vice President and General Counsel, Google

We are grateful for the support of our sponsors. Their combined expertise in the areas of business transformation, legal, regulatory and government policy as well as innovation and emerging trends was invaluable in programming our agenda.

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